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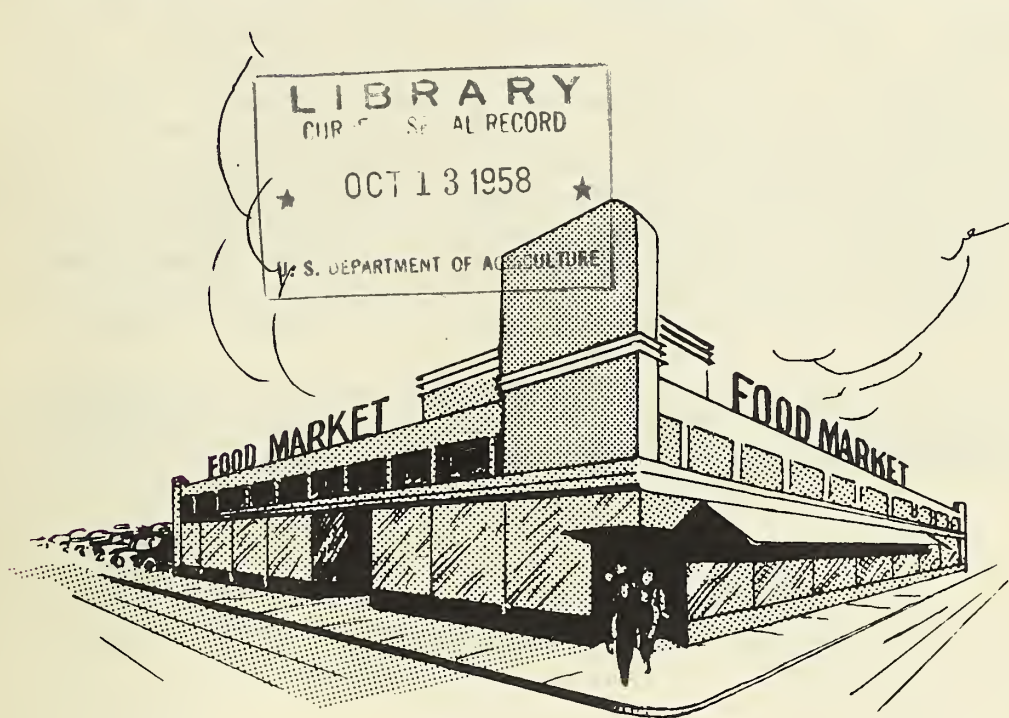
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Availability of Selected **FRUITS and JUICES** *in Retail Food Stores*

.....

AUGUST 1957

.....



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

FEBRUARY 1958

PREFACE

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices and ades in retail food stores in the United States during August 1957 compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,900 retail stores distributed among the 5 regions indicated in figure 1. Within each of the regions, the sample is composed of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act of 1946.

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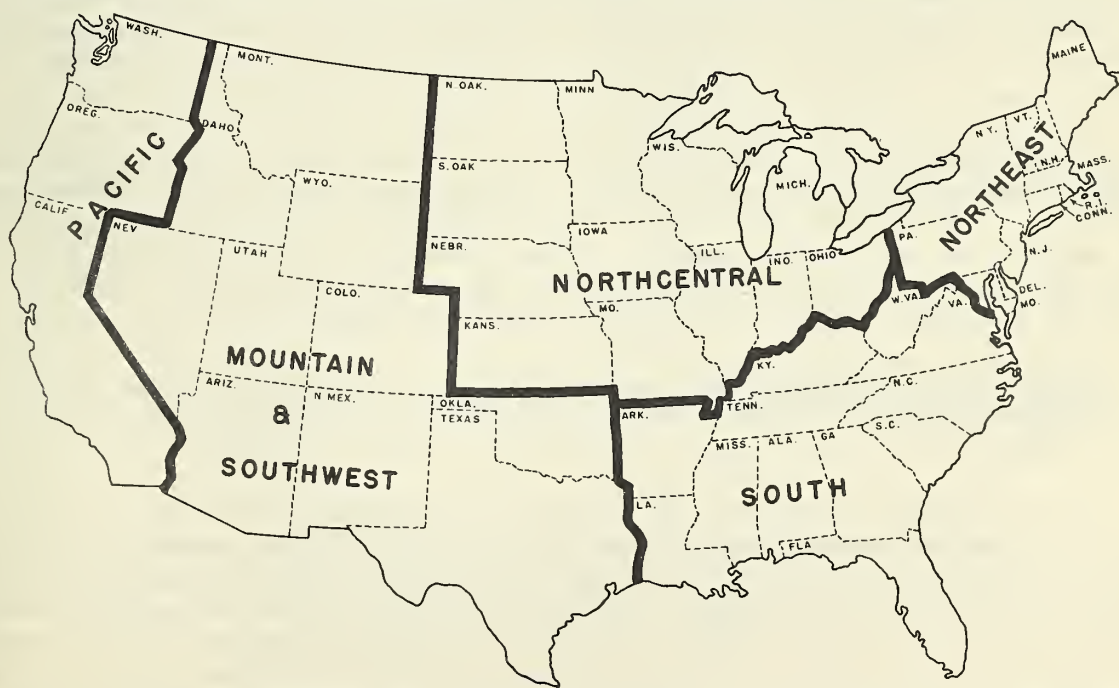
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Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



AVAILABILITY OF SELECTED FRUITS AND JUICES
IN RETAIL FOOD STORES

AUGUST 1957

SUMMARY

Frozen citrus juices and ades were generally more readily available to shoppers in August 1957 than in 1956 on the basis of an audit of a national sample of retail food stores. Availability of frozen concentrated orange juice was slightly improved with 72 percent of all retail food stores and 90 percent of stores equipped with freezer cabinets stocking the product. Improved availability of frozen citrus ades reflected an increased proportion of independent food stores handling these items.

Shelf-pack concentrated ades were less available than a year earlier in both chain and independent food stores. The most significant drop in availability of these ades occurred in the North Central region.

Chilled orange juice was stocked by 38 percent of the Nation's retail food stores in August 1957 compared with 26 percent in February 1957. Availability was not determined prior to February 1957.

Canned single-strength orange and grapefruit juices were stocked by 91 and 89 percent respectively of all retail food stores in August 1957. Availability was not determined for August 1956.

Canned grapefruit sections could be purchased in 65 percent of the Nation's retail food stores in August 1957. The product was most readily available in the Northeast, where it was stocked by 84 percent of all food stores, and least available in the South where 36 percent of the food stores displayed the product.

Over-all availability of fresh lemons and oranges during August 1957 was practically unchanged from August 1956. The proportion of retail stores handling fresh lemons ranged from a low of 80 percent in the Northeast to a high of 94 percent in the Pacific region. Fresh oranges, while available in only 53 percent of retail food stores in the South, could be purchased in 94 percent of the food stores in the North Central region.

Frozen Juices, Refrigerated Juices and Ades: Frozen citrus juices and ades were available in a larger proportion of stores in August 1957 than in August 1956.

Frozen concentrated orange juice could be purchased in 72 percent of all retail food stores compared with 69 percent in August 1956. Ninety percent of retail food stores equipped with freezer cabinets stocked the product in both August 1956 and 1957. The August 1957 audit of retail food stores indicated that all national chains and 98 percent of all regional chains offered frozen concentrated orange juice. Only 70 percent of all independents and 90 percent of independents having freezer cabinets stocked the product in August 1957. Availability of frozen concentrated orange juice was up from a year earlier

in all regions except the North Central. The percentage of stores stocking in the North Central, however, was second only to the Pacific among the 5 regions for which data were classified. Availability in the South was considerably below that of other regions.

Ninety-six percent of New York City's retail food stores having freezers stocked frozen concentrated orange juice in August 1957, but only 69 percent of all retail food stores in the city carried the product.

Frozen concentrated grapefruit juice was stocked by 30 percent of all retail food stores and 37 percent of those equipped with freezer cabinets during August 1957. Comparable data for a year earlier were not obtained. Availability ranged from 15 percent for small stores (an annual volume of business under \$50,000) to 66 percent for large stores (\$300,000 and over annual volume of business). A considerably larger proportion of chain food stores carried the juice than independents. Consumers in the Northeast region were more likely to find frozen concentrated grapefruit juice in a retail food store than shoppers in other geographical regions.

Householders during August 1957 could buy frozen single-strength lemon juice in 18 percent of all retail food stores and in 23 percent of those with freezer cabinets, slightly higher percentages than a year earlier. The proportion of national chain food stores stocking frozen single-strength lemon juice was down considerably from August 1956, but there were more than offsetting increases in the proportions for regional chain and independent food stores.

Availability of frozen concentrated lemonade during August 1957 was up slightly from a year earlier. The product was offered to its customers by 65 percent of all stores and by 82 percent of stores having freezer cabinets. Availability increased slightly in all regions except the North Central where it was reduced.

Availability of frozen concentrated orangeade was greater in August 1957 than a year earlier, despite a rather sizable decline in the proportion of national chains stocking the product. Availability was down slightly from August 1956 in the Northeast and Pacific regions, but was up in other regions with the greatest increase in the South.

Frozen concentrated limeade was stocked by 26 percent of all United States food stores in August 1957 compared with 24 percent a year earlier. Improved availability occurred in both regional chains and independent food stores, but there was a sharp drop in national food chains. Similarly, the product was more readily available in small medium, and medium-large stores, but was slightly less available in large stores (over \$300,000 annual volume of business).

Chilled orange juice could be bought in 38 percent of the Nation's retail food stores in August 1957. Data for August 1956 were not obtained. Shoppers in the Northeast and Pacific regions were more likely to find chilled orange juice in food stores than shoppers in other regions. Availability was high in

New York City with 72 percent of all stores stocking; in Chicago with 84 percent stocking, and in Los Angeles with 82 percent of all stores handling chilled orange juice.

Shelf-pack concentrate for orangeade and for lemonade were stocked by 24 percent of all retail food stores in August 1957 compared with 28 percent in August 1956. Availability of the two products was lower than in August 1956 in both chain and independent food stores. Regionally, improved availability was noted for both products in the Northeast, and for lemonade in the Pacific. Lower availability for both products prevailed in other regions, however.

Shoppers could buy canned single-strength orangeade in 41 percent of the Nation's retail food stores in August 1957, the same as a year earlier. There was, however, a marked improvement in the availability of the product in regional chain stores. The proportion of national chains stocking the product was moderately lower.

Increased availability of canned single-strength orangeade was noted for stores in the Mountain-Southwestern region, but there was a decline in availability in the Southern region. There was little change from a year earlier in the proportion of stores stocking the product in other regions.

Canned Juices and Fruit: Availability of orange, grapefruit, tomato and prune juices was measured in August for the first time since August 1953. It was found that tomato juice was stocked by 94 percent; orange juice by 91 percent, grapefruit juice by 89 percent and prune juice by 82 percent of all retail food stores. Availability of prune juice increased significantly compared with August 1953, when 71 percent of stores handled the product. There was little change, however, in availability of the other single-strength juices.

Orange, grapefruit, tomato, and prune juices were almost universally available in the Nation's retail food chain stores, with availability somewhat lower in independent food stores. These juices were generally available in a smaller proportion of stores in the South and Mountain-Southwest than in other geographic regions.

The proportion of stores stocking single-strength lemon juice in August 1957 was down slightly from a year earlier, reflecting a decline in the proportion of independent food stores stocking the product. The proportion of stores offering lemon juice in the 5½-ounce container dropped from 32 percent in August 1956 to 28 percent in August 1957. There was no change in the proportion of stores offering lemon juice in other size containers.

Canned grapefruit sections were available in all national food chains, 90 percent of the regional chains, and slightly more than 60 percent of the independent food stores in August 1957. Availability in the South and Mountain-Southwest was well below that in other regions. Availability in New York City, Chicago, and Los Angeles, however, was above the United States average.

Fresh Citrus: With supplies seasonally low, consumers could buy fresh oranges in 76 percent of the Nation's retail food stores in August 1957, the same as a year earlier. Fresh oranges were most readily available in the North Central region where 94 percent of all stores and 98 percent of those stores customarily handling fresh produce, displayed oranges. In the South only 53 percent of all stores and 73 percent of those customarily stocking fresh produce had oranges.

There was little change from a year earlier in availability of fresh lemons in the Nation's retail food stores in August 1957. Lemons could be purchased in 86 percent of all retail food stores and 97 percent of those customarily stocking fresh fruits and vegetables. All chains, both national and regional, stocked fresh lemons. While only 85 percent of all independents offered fresh lemons, 96 percent of those independents customarily stocking fresh produce handled fresh lemons. Regionally, the proportion of stores stocking fresh lemons was up from a year earlier in the South and Mountain-Southwest, and unchanged or slightly lower in other regions. Availability, by region, was lowest in the Northeast in August 1957.

Table 1.--Fruits and juices: Percentage of retail food stores having specified products available, August 1956 and August 1957

Products	August	
	1956	1957
	<u>Percent</u>	<u>Percent</u>
Frozen concentrated juices:		
Orange.....	69	72
Grapefruit.....	<u>1/</u>	30
Lemon <u>2/</u>	16	18
Chilled juice:		
Orange.....	<u>1/</u>	38
Frozen concentrate for ades:		
Lemonade.....	64	65
Orangeade.....	8	10
Limeade.....	24	26
Shelf-pack concentrate for ades:		
Orangeade.....	28	24
Lemonade.....	28	24
Canned single-strength ade:		
Orangeade.....	41	41
Canned single-strength juices:		
Orange.....	<u>1/</u>	91
Grapefruit.....	<u>1/</u>	89
Lemon.....	61	57
Prune.....	<u>1/</u>	82
Tomato.....	<u>1/</u>	94
Canned fruit:		
Grapefruit sections.....	<u>1/</u>	65
Fresh fruits:		
Oranges.....	76	76
Lemons.....	85	86

1/ Data not available.

2/ Frozen single-strength juice.

Table 2.--Frozen concentrated orange and grapefruit juices, frozen single-strength lemon juice, and chilled orange juice: Percentage of retail food stores having specified products available, by store classification and location, August 1956 and August 1957

Store classification and location	Frozen concentrated orange juice				Frozen concentrated grapefruit juice 1/		Frozen single-strength lemon juice				Chilled orange juice 1/
	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957	August 1957
U. S. total.....	69	72	90	90	30	37	16	18	20	23	38
Volume of store business annually:											
Under \$50,000.....	51	53	84	82	15	23	7	11	12	17	27
\$50,000--\$99,999.....	86	89	94	95	37	39	17	22	19	24	46
\$100,000--\$299,999.....	93	97	95	97	48	49	27	23	27	23	50
\$300,000 and over.....	98	100	98	100	66	66	38	41	38	41	66
Type of store management:											
National chains.....	98	100	98	100	59	59	33	20	33	20	63
Regional chains 2/.....	96	98	98	98	60	60	29	31	29	31	65
Independent groceries.....	67	70	90	89	27	35	15	17	19	22	36
Store location by city size, population:											
Under 10,000 3/.....	60	62	89	86	24	33	14	16	20	22	30
10,000--99,999.....	76	77	91	91	35	41	20	21	23	25	41
100,000--499,999.....	82	89	90	97	40	44	22	19	24	20	46
500,000 and over.....	77	79	94	93	33	38	12	21	15	24	50
Store location by region or city 4/:											
Northeast.....	77	80	95	95	39	46	24	23	29	28	47
North Central.....	84	83	96	92	33	36	21	23	23	25	26
South.....	46	50	78	80	18	28	8	11	14	18	32
Mountain-Southwest.....	66	73	88	90	31	38	16	21	21	25	24
Pacific.....	84	87	91	94	27	29	10	17	10	18	53
New York City.....	70	69	96	94	41	56	11	17	15	23	72
Chicago.....	83	87	98	95	27	29	6	5	7	6	84
Los Angeles.....	88	90	92	94	37	39	4	8	4	8	82

1/ Data for August 1956 not available.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 3.--Frozen concentrated ades: Percentage of retail food stores having specified products available, by store classification and location, August 1956 and August 1957

Store classification and location	Orangeade				Lemonade				Limeade			
	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957
U. S. total.....	8	10	11	13	64	65	84	82	24	26	31	32
Volume of store business annually:												
Under \$50,000.....	3	4	4	7	44	46	72	71	10	11	16	17
\$50,000--\$99,999.....	10	11	11	12	82	82	89	87	25	29	27	31
\$100,000--\$299,999.....	12	15	12	15	91	89	92	89	43	44	44	45
\$300,000 and over.....	29	29	29	29	99	99	99	99	67	66	67	66
Type of store management:												
National chains.....	34	17	35	17	99	98	100	98	74	51	75	51
Regional chains 1/.....	24	28	24	28	95	94	96	94	51	61	52	61
Independent groceries.....	7	9	9	11	62	63	82	81	21	23	28	29
Store location by city size, population:												
Under 10,000 2/.....	5	8	7	10	53	55	79	76	17	18	26	25
10,000--99,999.....	10	13	12	15	73	73	87	86	31	33	37	39
100,000--499,999.....	11	12	12	13	78	78	86	85	38	36	41	40
500,000 and over.....	12	11	15	13	73	74	88	87	24	28	29	33
Store location by region or city 3/:												
Northeast.....	16	14	20	16	72	75	88	90	29	28	36	33
North Central.....	10	12	11	14	79	75	89	83	28	31	32	34
South.....	4/	6	4/	10	40	43	68	68	13	16	22	26
Mountain-Southwest.....	4	5	5	7	61	66	81	81	31	28	41	34
Pacific.....	6	5	6	5	79	82	86	88	25	31	27	34
New York City.....	20	25	27	34	65	60	89	83	20	22	27	30
Chicago.....	8	7	10	7	81	87	95	95	28	37	33	40
Los Angeles.....	4/	3	4/	3	87	89	91	93	32	34	34	36

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

4/ Insufficient data for analysis.

Table 4.--Shelf-pack ades: Percentage of retail food stores having specified products available, by store classification and location, August 1956 and August 1957

Store classification and location	Concentrate for				Canned single-strength orangeade	
	Orangeade		Lemonade		August 1956	August 1957
	August 1956	August 1957	August 1956	August 1957		
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	28	24	28	24	41	41
Volume of store business annually:						
Under \$50,000.....	17	14	15	13	29	27
\$50,000--\$99,999.....	31	27	28	27	45	40
\$100,000--\$299,999.....	38	38	48	36	57	65
\$300,000 and over.....	65	56	63	58	77	78
Type of store management:						
National chains.....	61	59	61	55	73	69
Regional chains 1/.....	62	59	68	60	73	85
Independent groceries..	25	22	25	21	39	38
Store location by city size, population:						
Under 10,000 2/.....	28	23	26	22	42	37
10,000--99,999.....	30	29	29	28	44	50
100,000--499,999.....	36	33	33	32	52	45
500,000 and over.....	21	18	26	21	32	37
Store location by region or city 3/:						
Northeast.....	29	34	35	38	43	42
North Central.....	40	28	39	30	46	46
South.....	14	10	12	5	39	29
Mountain-Southwest.....	25	20	22	19	44	59
Pacific.....	48	45	37	42	40	39
New York City.....	27	29	31	28	28	39
Chicago.....	7	10	15	6	30	39
Los Angeles.....	42	41	33	34	38	40

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 5.--Canned single-strength juices and grapefruit sections: Percentage of retail food stores having specified product available, by store classification and location, August 1957 1/

Store classification and location	Orange	Grapefruit	Tomato	Prune	Grapefruit sections
	August 1957	August 1957	August 1957	August 1957	August 1957
	Percent	Percent	Percent	Percent	Percent
U. S. total.....	91	89	94	82	65
Volume of store business annually:					
Under \$50,000.....	87	82	91	71	47
\$50,000--\$99,999.....	95	96	97	92	77
\$100,000--\$299,999.....	98	98	99	98	89
\$300,000 and over.....	99	99	100	100	96
Type of store management:					
National chains.....	100	95	100	100	100
Regional chains 2/.....	99	99	99	99	91
Independent groceries.....	91	88	94	81	63
Store location by city size, population:					
Under 10,000 3/.....	89	87	93	77	56
10,000--99,999.....	94	90	96	85	71
100,000--499,999.....	92	92	97	91	78
500,000 and over.....	93	90	93	86	71
Store location by region or city 4/:					
Northeast.....	94	96	96	93	84
North Central.....	93	89	97	86	79
South.....	91	83	91	68	36
Mountain-Southwest.....	85	90	93	78	51
Pacific.....	96	95	91	94	83
New York City.....	80	80	82	79	71
Chicago.....	94	94	98	95	75
Los Angeles.....	99	98	100	96	74

1/ Data for August 1956 not available.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 6.--Canned single-strength lemon juice by container size: Percentage of retail food stores having specified product available, by store classification and location, August 1956 and August 1957

Store classification and location	5-1/2-ounce can		Other 1/		Total	
	August 1956	August 1957	August 1956	August 1957	August 1956	August 1957
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	32	28	42	42	61	57
Volume of store business annually:						
Under \$50,000.....	21	16	26	27	43	40
\$50,000--\$99,999.....	35	32	49	46	74	65
\$100,000--\$299,999.....	46	42	65	65	85	84
\$300,000 and over.....	60	65	78	75	92	92
Type of store management:						
National chains.....	74	69	76	84	96	97
Regional chains 2/.....	59	63	75	76	92	92
Independent groceries.....	29	26	39	39	58	54
Store location by city size, population:						
Under 10,000 3/.....	24	21	35	34	51	46
\$10,000--99,999.....	42	35	46	50	69	66
100,000--499,999.....	47	47	39	45	67	68
500,000 and over.....	30	30	55	51	71	68
Store location by region or city 4/:						
Northeast.....	35	33	43	51	65	68
North Central.....	43	27	59	53	80	69
South.....	11	10	24	21	32	26
Mountain-Southwest.....	36	40	31	32	56	56
Pacific.....	67	67	33	38	80	82
New York City.....	26	40	60	60	69	70
Chicago.....	5	3	89	96	92	96
Los Angeles.....	80	85	60	59	91	92

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 7.--Fresh oranges: Percentage of retail food stores having oranges available, by store classification and location, August 1956 and August 1957

Store classification and location	All stores		Stores customarily handling fresh fruits and vegetables	
	August 1956	August 1957	August 1956	August 1957
	Percent	Percent	Percent	Percent
U. S. total.....	76	76	90	91
Volume of store business annually:				
Under \$50,000.....	63	62	83	85
\$50,000--\$99,999.....	86	88	92	95
\$100,000--\$299,999.....	94	96	98	98
\$300,000 and over.....	98	98	100	99
Type of store management:				
National chains.....	99	100	99	100
Regional chains 1/.....	98	98	99	98
Independent groceries.....	74	75	89	91
Store location by city size, population:				
Under 10,000 2/.....	69	68	86	86
10,000--99,999.....	83	85	91	94
100,000--499,999.....	90	91	93	96
500,000 and over.....	77	79	96	98
Store location by region or city 3/:				
Northeast.....	80	81	94	96
North Central.....	92	94	96	98
South.....	54	53	73	73
Mountain-Southwest.....	80	83	97	96
Pacific.....	92	93	95	98
New York City.....	60	62	95	97
Chicago.....	91	89	99	96
Los Angeles.....	90	92	99	99

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 8.--Fresh lemons: Percentage of retail food stores having lemons available, by store classification and location, August 1956 and August 1957

Store classification and location	All stores		Stores customarily handling fresh fruits and vegetables	
	August 1956	August 1957	August 1956	August 1957
	Percent	Percent	Percent	Percent
U. S. total.....	85	86	97	97
Volume of store business annually:				
Under \$50,000.....	77	78	96	94
\$50,000--\$99,999.....	92	91	96	97
\$100,000--\$299,999.....	95	98	99	100
\$300,000 and over.....	98	99	100	100
Type of store management:				
National chains.....	100	100	100	100
Regional chains ¹ /.....	99	100	100	100
Independent groceries.....	84	85	97	96
Store location by city size, population:				
Under 10,000 ² /.....	83	85	97	96
10,000--99,999.....	87	88	97	98
100,000--499,999.....	98	92	100	97
500,000 and over.....	81	82	97	97
Store location by region or city ³ /:				
Northeast.....	81	80	96	96
North Central.....	95	92	98	96
South.....	80	85	97	96
Mountain-Southwest.....	87	89	99	98
Pacific.....	94	94	97	99
New York City.....	67	67	95	98
Chicago.....	91	92	96	97
Los Angeles.....	90	93	98	99

¹/ Excludes voluntary chains.

²/ Includes rural route stores outside corporate city limits.

³/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

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